

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF  
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

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- (1) **Date of request:** 10/31/12
- (2) **Name of candidate:** Holly Hughes
- (3) **Office for which candidate is running:** US House- District 91
- (4) **Political party:** Republican
- (5) **Name of person using time if other than candidate:** n/a
- (6) **Request made by candidate:** Yes: x No: (Check one)
- (7) **Request made on behalf of candidate by:** Kristin Keller ( Marketing Resource Group)
- (8) **Request made:** In writing: x In person: By phone:  
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: x Not granted:  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: x No:  
(Check one. If "yes", state amount in space below)

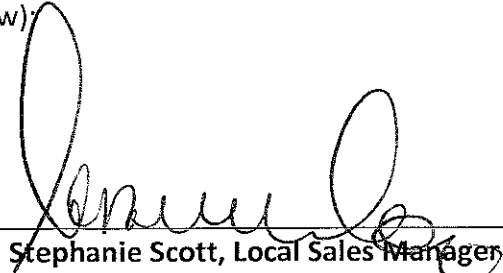
GROSS: \$6500      NET: \$5525

WXMI

10/31/12

STATION

DATE

  
Stephanie Scott, Local Sales Manager  
SIGNATURE OF PERSON RECEIVING  
REQUEST ON BEHALF OF STATION

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WXMI-TV

**Date:**

10/23/12

I, Kristin Keller,being/on behalf of: HOLLY HUGHES, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: HD91in the GENERALelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS	CANDIDATE	VARIOUS	1

**Total Charges:**

\$6500.00 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Holly Hughes 8801 Lehman, Montague MI 49437 231-760-6644

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Heather Hughes

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

10/23/12

Date



Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Stephen Lee

Printed Name

GM  
Title

WXMI-TV

# ORDER



Flight Dates 11/01/12-11/05/12

Order Sep 00:15:00

Product

Estimate # 12-FHH-903

Contract / Revision 403041 /

Alt Order #

Original Date / Revision  
10/31/12 10/31/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser Friends of Holly Hughes/R/S

Billing Cycle EOM/EOC

225 S Washington Square  
Lansing, MI 48933

Billing Calendar BROADCAST

Demographic A25-54

Agency Marketing Resource Group

Rev Codes AGY POL CAND

Buying Contact

Product Codes PL4

Sales Office L-GR

Priority 01

Sales Region Local

225 S Washington Square  
Lansing, MI 48933

Agency Ref

Advertiser Ref

Primary Account Executive  
Local Political WXMI

Account Executive	Order%	Start Date	End Date
Local Political WXMI	100%		

Order Share 100% Market Value 6500

Competing Station	% of Order	Amount
2WOOD	%	0
3WZZM	%	0
4WWMT	%	0
5WOTV	%	0
6WXSP	%	0
7WZPX	%	0
8CABL	%	0
9UNKW	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	11	\$5,525.00	\$6,500.00	0.00	10/29/12	11/05/12	11	\$5,525.00	\$6,500.00
Totals	11	\$5,525.00	\$6,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	17	11/01/12	11/05/12	M-F 5a-9a News M-F 6-7aa News	CM	6-7a (6:00 AM-7:00 AM)	M--TF--	:30	1	\$200.00	01	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$200.00		0.00			
N 2	17	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:30	1	\$150.00	01	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$150.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$150.00		0.00			
N 3	17	11/01/12	11/05/12	M-F Fox 17 News at 6p M-F Fox 17 News at 6p	CM	6p-7p	M--TF--	:30	1	\$300.00	01	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$300.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.00			

Contract / Revision **403041** Flight Dates **11/01/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Friends of Holly Hughes/R/** ProductEstimate # **12-FHH-903**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	17	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	1	\$900.00	01	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					1	\$900.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$900.00		0.00			
N 5	17	11/01/12	11/05/12	M-F Fox 17 News at 10p M-F Fox 17 News at 10p	CM	10p-11p	M--TF--	:30	1	\$1,500.00	01	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--					1	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 6	17	11/01/12	11/05/12	Fox News Sunday Fox News Sunday	CM	9a-10a	-----S	:30	1	\$400.00	01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
													Totals	11	\$6,500.00



MARKETING RESOURCE GROUP  
ADVERTISING ORDER

Agency / Billing Address  
Marketing Resource Group, Inc.  
225 S. Washington Square  
Lansing, MI 48933  
Ph: (517) 372-4400  
Fx: (517) 372-4045

Media Buyer Contact Information  
Kristin M. Keller  
Ph: (313) 792-2511  
kellermediaconsulting@gmail.com

Advertiser: Friends of Holly Hughes  
Job Number: 12-FHH-903  
Flight Dates: 11/1/12 - 11/5/12

W00 # 403041

Candidate Network TV

DMA	Station	Network	Affiliation	Days	Daypart		Program Name	Rate :30	Rate Type/Class	Thursday - Sunday		Monday		Total Gross		Spots per Flight	Total Gross Cost
					Start	End				Spots per Week	Cost per Week	Spots per Week	Cost per Week	Spots per Week	Cost per Week		
Grand Rapids-K4WXXM	FOX	MON-FRI	6:00 AM	7:00 AM	FOX 17 MORNING NEWS		\$ 200.00	SECTION 1		1	\$ 200.00	1	\$ 200.00	1	\$ 200.00	2	\$ 400.00
Grand Rapids-K4WXXM	FOX	MON-FRI	11:00 AM	12:00 PM	RICKI LAKE		\$ 150.00	SECTION 1		1	\$ 150.00	1	\$ 150.00	1	\$ 150.00	2	\$ 300.00
Grand Rapids-K4WXXM	FOX	MON-FRI	6:00 PM	7:00 PM	FOX 17 NEWS AT 6:00		\$ 300.00	SECTION 1		1	\$ 300.00	1	\$ 300.00	1	\$ 300.00	2	\$ 600.00
Grand Rapids-K4WXXM	FOX	MON-FRI	7:00 PM	7:30 PM	2.5 MEN		\$ 900.00	SECTION 1		1	\$ 900.00	1	\$ 900.00	1	\$ 900.00	2	\$ 1,800.00
Grand Rapids-K4WXXM	FOX	MON-FRI	10:00 PM	11:00 PM	FOX 17 News @ Ten		\$ 1,500.00	SECTION 1		1	\$ 1,500.00	1	\$ 1,500.00	1	\$ 1,500.00	2	\$ 3,000.00
Grand Rapids-K4WXXM	FOX	SUN	9:00 AM	10:00 AM	FOX NEWS SUNDAY		\$ 400.00	SECTION 1		1	\$ 400.00	1	\$ 400.00	1	\$ 400.00	1	\$ 400.00
WXXM Total										6	\$ 3,450.00	5	\$ 3,050.00	5	\$ 3,050.00	11	\$ 6,500.00

NET TOTAL COST \$ 5,525.00